

# Annex 5: Sample Expression of Interest (EOI) for Community Engagement

## (Area) Community Insight Profile

### Invitation to submit Expression of Interest for community engagement

#### Project brief for (Insert CIP Area)

#### Background

Community insight profiles are being developed to help us fully understand the health outcomes, and the factors influencing them, within Oxfordshire wards where residents are most at risk of poor health or experiencing health inequalities.

(Provide further information here about the background to your work and why the profile is being undertaken for the particular area)

The aim of the profile is to: (Insert aims specific to your profile)

- Understand what the experience is of those living in the (area) in relation to health and wellbeing
- Outline the health outcomes and the factors that influence them, and bring this to life through the voices of the community
- Provide information and recommendations for local organisations, stakeholders and residents working together to improve the health and wellbeing of the community in the area and beyond.

#### *Content of the profiles:*

This community insight profile will incorporate:

- A range of quantitative data indicators of health and the wider determinants of health for the area
- Qualitative information from community engagement including:
  - Strengths and assets in the area that support and enable residents' health and wellbeing (what matters to the local community)
  - Challenges to their health and wellbeing and what they think would help to address these.

#### The Opportunity

We would like to offer an opportunity for an organisation with an interest and experience in working with communities, and is preferably familiar with (insert area) area, to carry out a piece of community insight work that will form a key part of the profile. Up to (insert amount of funding available) is available for this piece of work, which would need to be completed by (add deadline).

## Project Outcomes

The organisation completing this community insight work will be expected to: (Adapt to expectations agreed with steering group)

- Produce a community asset map with details of local activities, networks, and services
- Produce a brief overview of the history of the area
- Carry out a stakeholder mapping exercise to ensure representative groups are included in the insight gathering activities
- Collect qualitative data to capture what members of the community feel are the:
  - Strengths and assets in the area that support and enable their health and wellbeing - what matters to the local community
  - Challenges to their health and wellbeing and what they think would help to address these
- Carry out outreach to respondents, including residents not involved in community groups and organisations
- Gather the experiences and voices of residents from all age groups, representing the range of communities in the area, with a focus on areas experiencing disadvantage including those who may not typically take part in and complete survey style questionnaires
- Gather insight on the views of the three topics identified above, from local organisations who work with the residents of the bespoke areas
- Collect stories of people's experiences of living/working/learning/socialising in the area
- Provide a description of the methodology used to gather the insight and any limitations to the data
- Provide an analysis of the gathered insight to draw out key themes from the responses and produce a summary of findings
- Provide recommendations for further insight needed and/or actions to take forward from the findings. These should be in an accessible format and easily understood by all. We encourage creative approaches for the presentation of these findings.

The organisation could deliver the project alone or act as a coordinating organisation working closely with other groups in the area to directly engage with residents.

The community insight gathering should use appropriate techniques such as surveys, visits to groups, putting on events, storytelling techniques etc., and work with local partners/organisations to help reach each section of the community for representative insight. The choice of these techniques used by the organisation is flexible and can be adapted based on the respondent or group being engaged with. These gathering techniques should consider the appropriate use of technology and provide suitable alternatives for individuals who are not able to use technology to take part in the insight gathering exercise. The organisation will be required to adhere to (insert your organisation policies) engagement policies including considerations such as consent and use of incentives and specific requirements for when engaging young people.

The successful organisation will need to ensure that questions are asked, and data is collected in a sensitive way which complies with the General Data Protection Regulation (GDPR) and handles safeguarding concerns appropriately.

## Criteria

- An organisation with previous experience of asking residents and community members their views and writing these into reports
- An organisation with the skills and ability to collate community insight findings and identify and present themes
- An organisation with an understanding of the target area
- An organisation with known networks and relationships with key groups/organisations/community groups and the ability to engage and reach these residents/groups in the project
- A registered organisation/company/public body
- Sufficient technical, financial, human, and logistical capacity within the timescales required (Insert timescales)

**Please send an Expression of Interest to (add contact) by (deadline) detailing:**

- Lead contact/name
- Name of organisation
- Your experience of delivering this type of project (300-word limit)
- An overview of how you would meet the project outcomes (500-word limit)
- Any additional support that you might need to be able to deliver the outcomes

**Please contact (email) with any questions or for any further information.**